

OCT5/12 14.21
*** WPXI-TV ***

REP.# _____ OFF.# 18 SALESMAN # _____

BUYER NAME	BETSY VONDERHEID
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SALES PRSN WA - CHERYL BLAIR

	CLASS: NATL.	LOCAL	REGIONAL
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<u>EST#</u>	<u>COMMENTS:</u>	(LINE,	ORDER,	INVOICE)
316				

FLIGHT DATES OCT9/12 OCT15/12 WK-1

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____

DATE OCT5/12 14.21

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1												
AGENCY ADVERTISER CODE = 11 AGENCY PRODUCT CODE = 15 AGENCY EST# = 316												

1	1000A-1100A	30	\$250.00
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30
5

\$250.00	10/9	10/12	3
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3
TU-F

3

PROGRAM : ELLEN
CON COM1 : ELLEN

2	1100P-1130P	30	\$1.350.00

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10/9	10/12	4
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TD-1

4

PROGRAM : LATE NEWS
CON COM1: LATE NEWS

REP HEADLINE# 6365234
 *** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206 FAX# 215 564 1103
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT5/12 14.21
 *** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
3			1130P-1230A PROGRAM : TONIGHT SHOW CON COM1: TONIGHT SHOW	30	5	\$500.00	10/9	10/12	2		TU-F	2
4			1200N-1230P PROGRAM : NOON NEWS CON COM1: NOON NEWS	30	5	\$275.00	10/9	10/12	3		TU-F	3
5			400P-430P PROGRAM : JUDGE JUDY CON COM1: JUDGE JUDY	30	5	\$300.00	10/9	10/12	2		TU-F	2
6			500P-530P PROGRAM : NEWS CON COM1: NEWS	30	5	\$575.00	10/9	10/12	4		TU-F	4
7			600P-630P PROGRAM : NEWS CON COM1: NEWS	30	5	\$775.00	10/9	10/12	4		TU-F	4
8			600A-700A PROGRAM : NEWS CON COM1: NEWS	30	5	\$575.00	10/9	10/12	4		TU-F	4
9			700P-730P PROGRAM : JEOP/WHEEL CON COM1: JEOP/WHEEL	30	5	\$1,250.00	10/9	10/12	4		TU-F	4
10			700A-800A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30	5	\$475.00	10/9	10/12	4		TU-F	4
11			730P-800P PROGRAM : JEOP/WHEEL CON COM1: JEOP/WHEEL	30	5	\$1,250.00	10/9	10/12	4		TU-F	4

OCT5/12 14.21
*** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
12			800A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30	5	\$425.00	10/9	10/12	4		TU-F	4
13			800P-1000P PROGRAM : VOICE CON COM1: VOICE	30	5	\$3,500.00	10/15	10/15	1		MON	1
14			1100P-1130P PROGRAM : LATE NEWS CON COM1: LATE NEWS	30	4	\$2,100.00	10/13	10/13	1		SAT	1
15			800A-1030A PROGRAM : AM NEWS CON COM1: AM NEWS	30	5	\$275.00	10/13	10/13	1		SAT	1
16			800A-1000A PROGRAM : NEWS CON COM1: NEWS	30	5	\$275.00	10/14	10/14	1		SUN	1
17			1100P-1130P PROGRAM : LATE NEWS CON COM1: LATE NEWS	30	5	\$1,350.00	10/15	10/15	1		MON	1
18			600P-630P PROGRAM : NEWS CON COM1: NEWS	30	5	\$775.00	10/15	10/15	1		MON	1
19			600A-700A PROGRAM : NEWS CON COM1: NEWS	30	5	\$575.00	10/15	10/15	1		MON	1
20			700P-730P PROGRAM : JEOP/JEOP/WHEEL CON COM1: JEOP/WHEEL	30	5	\$1,250.00	10/15	10/15	1		MON	1

REP HEADLINE# 6365234
 *** ORIGINAL REV#0 ***

REP: TEL# 215-564-1206 FAX# 215 564 1103
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

OCT5/12 14.21
 *** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
21			700A-800A	30	5	\$475.00	10/15	10/15	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
22			730P-800P	30	5	\$1,250.00	10/15	10/15	1		MON	1
PROGRAM : JBER/WHEEL												
CON COM1: JBER/WHEEL												
23			800A-900A	30	5	\$425.00	10/15	10/15	1		MON	1
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
OCT/12						42125.00						

CONTRACT TOTAL 42125.00
 TOTAL SPOTS 53

MARKET TOTALS \$145,258 WPXI 29% KDKA 28% WTAE 41% WPGH 2% CABL 0% WPCW 0% WPMY 0%
 SVC- NSI
 DEMOS- RA35+*

REP HEADLINE# 6365234
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 215 564 1103
CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES
OCT8/12 10.48
*** WPXI-TV ***

ADV # 015776 ADV. NAME POLI/T SMITH/R/SEN/PA
AGY # 2056 AGY. NAME SRCP MEDIA, INC.

201 N. UNION STREET, SUITE 200
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6365234

REP.# OFF.# 18 SALESMAN #
BUYER NAME BETSY VONDERHEID
SALES PRSN WA- CHERYL BLAIR

PRDCT TOM SMITH 10/09 EST#316 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT9/12 OCT15/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE OCT8/12 10.48

REP: TO JEN
FR LINDSEY FOR CHERYL
ADDED LINES 24 AND 25
TTLS \$42,650
PLEASE CONFIRM, THANKS!

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 11
AGENCY PRODUCT CODE = 15
AGENCY EST# = 316

24	A		800A-900A	30		\$425.00	10/9	10/12	1		TU-F	1
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PROGRAM : TODAY

25	A		430A-459A	30		\$50.00	10/9	10/12	2		TU-F	2
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PROGRAM : NEWS 4-430A

OCT/12 42650.00

CONTRACT TOTAL 42650.00
TOTAL SPOTS 56

REP HEADLINE# 6365234
\$\$\$ MOD# 0 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 215-564-1206
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET

FAX# 215 564 1103
HARRIS REPORT FROM REP

OCT8/12 10.48
*** WPXI-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS

MARKET TOTALS \$145,258 WPXI 29% KDKA 28% WTAE 41% WPGH 2% CABL 0% WPCW 0% WPMY 0%
SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE